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## City of Belmont: 2015 Opinion Research Tracking Survey

Presented to: Infrastructure Repair Ad-Hoc Committee  
June, 30 2015

- A half-cent sales tax for a November 2015 mail ballot is narrowly viable.
- A Utility User Tax is not viable.
- Residents' strongest priorities are repairing streets, sidewalks and storm drains.
- The City's informational outreach program has increased awareness of these infrastructure needs, as support levels for these project needs have increased.
- It will be important that the City continue communications on these issues to further educate residents on infrastructure and service needs and build on the success of the initial outreach effort – particularly if a future sales tax measure may be considered.

# Overview and Research Objectives

The City of Belmont commissioned Godbe Research to conduct a tracking survey of local voters with the following research objectives:

- Gauge satisfaction with the job the City is doing providing services and managing public funds;
- Assess potential voter support for a sales tax or utility users tax measure for maintaining general City services and facilities with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of various statements on potential support;
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Telephone and Internet Interviewing
- Universe 5,966 likely November 2015 mail ballot voters in the City of Belmont
- Fielding Dates June 14 through June 23, 2015
- Interview Length 20 minutes
- Sample Size 377
- Margin of Error  $\pm 4.89\%$



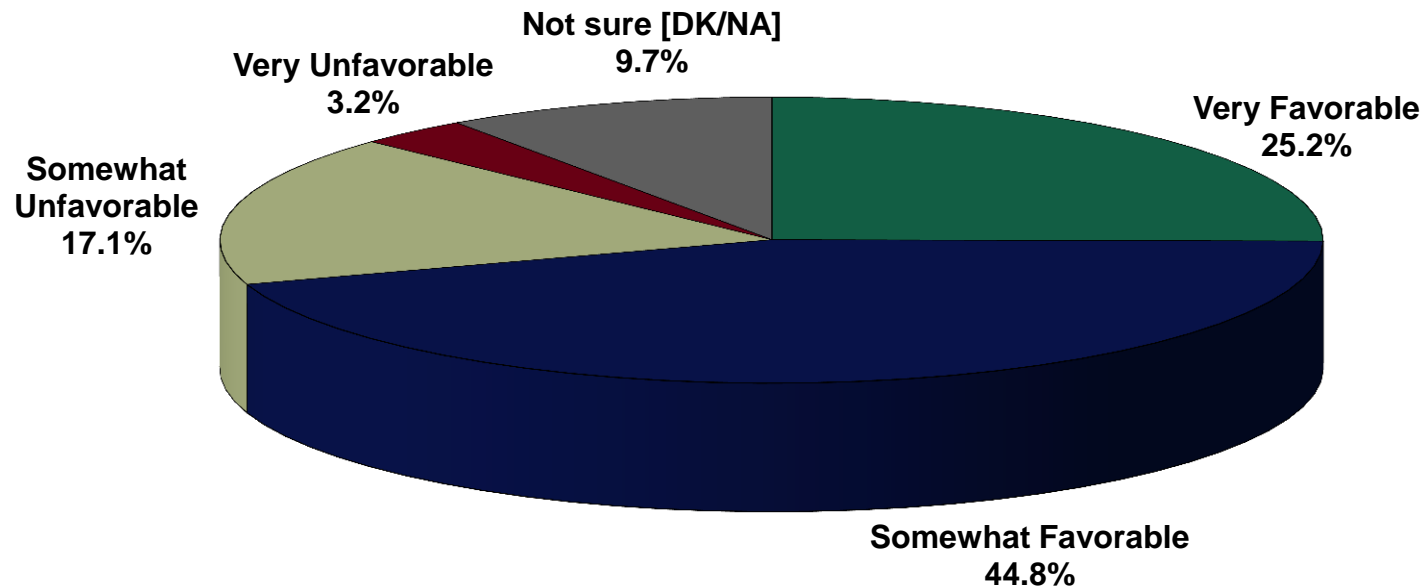
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## Key Findings

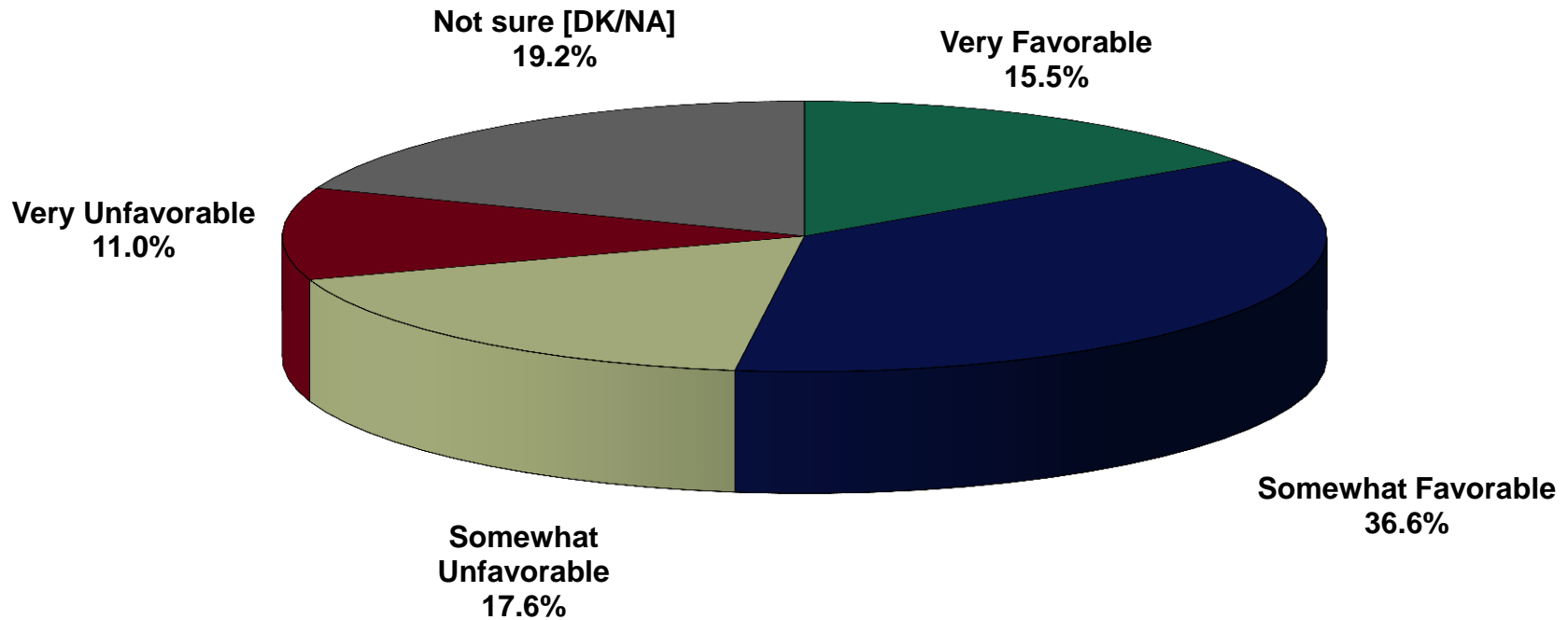
# Q1. Opinion on Job the City is Doing to Provide Services

November 2015 Mail Ballot (n=377)

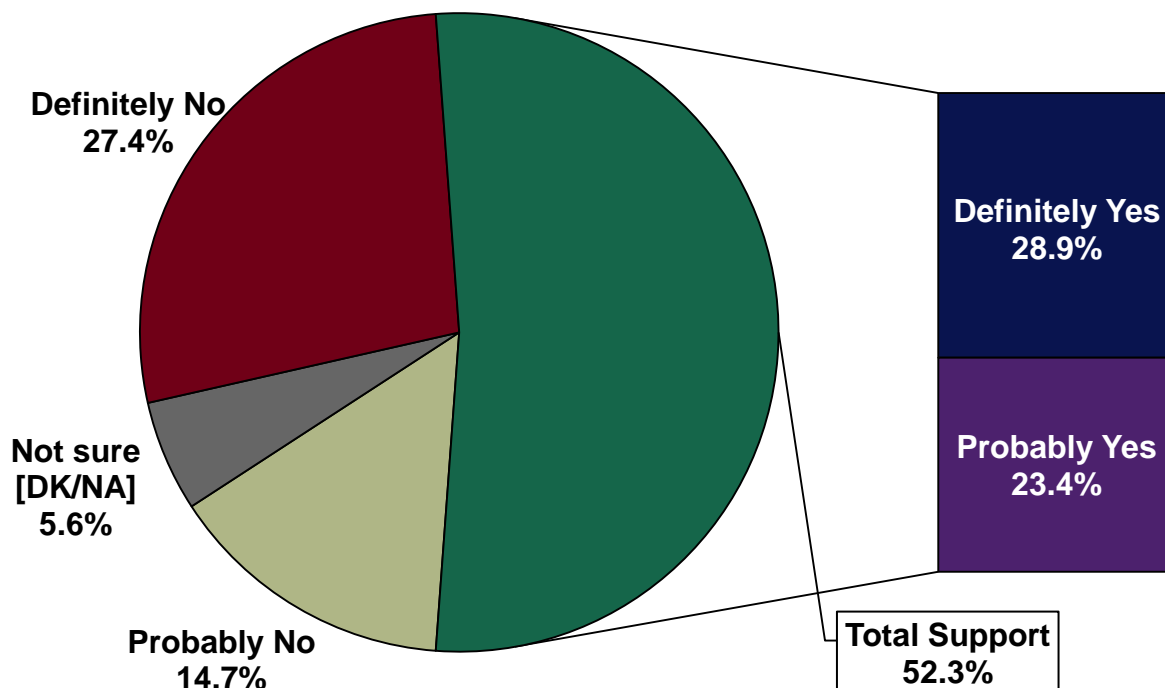


## Q2. Opinion on Job the City is Doing to Effectively Manage and Spend Public Funds

November 2015 Mail Ballot (n=377)



### Q3. Uninformed Support for ½¢ Sales Tax November 2015 Mail Ballot (n=377)



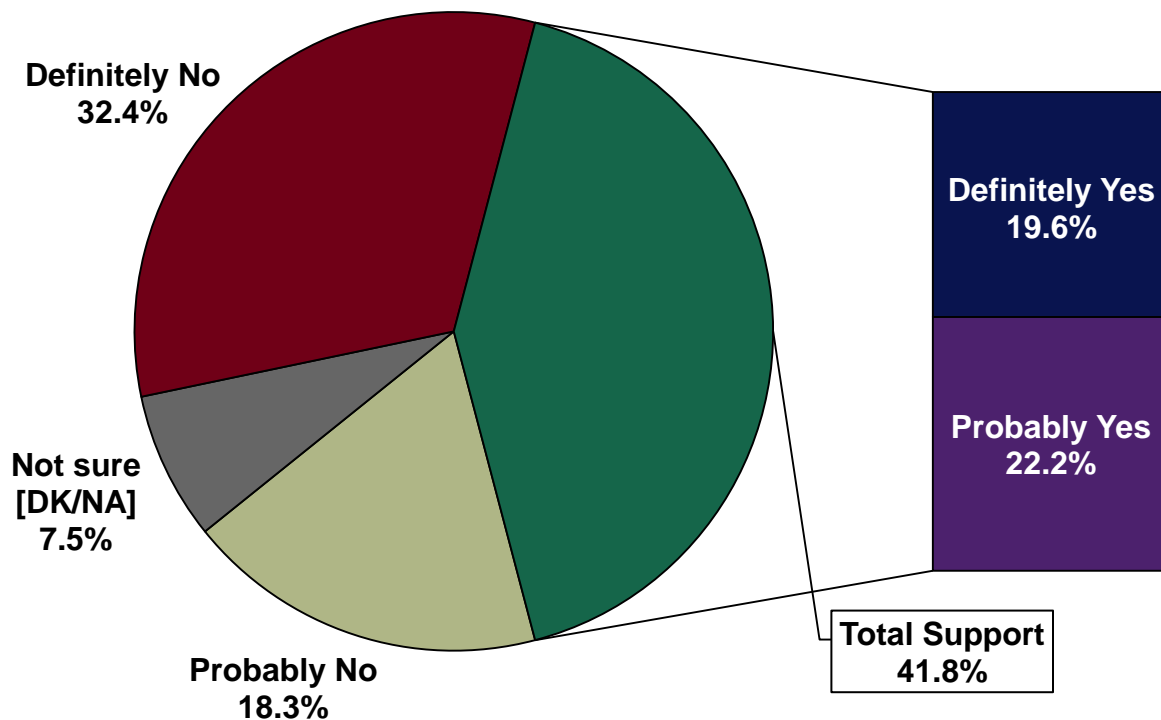
To provide local funding for maintaining general Belmont city services and facilities, such as:

- 9-1-1 emergency response;
- fixing potholes;
- streets, sidewalks and storm drain repair;
- Bay water quality protection;
- senior services including health and transportation;
- crime prevention and investigation; and
- parks, open space, and sports field maintenance;

shall Belmont enact a 1/2 cent sales tax requiring annual audits and independent citizens' oversight, and that all funds must stay local and cannot be taken by the State?



## Q4. Uninformed Support for 2.9% UUT November 2015 Mail Ballot (n=377)



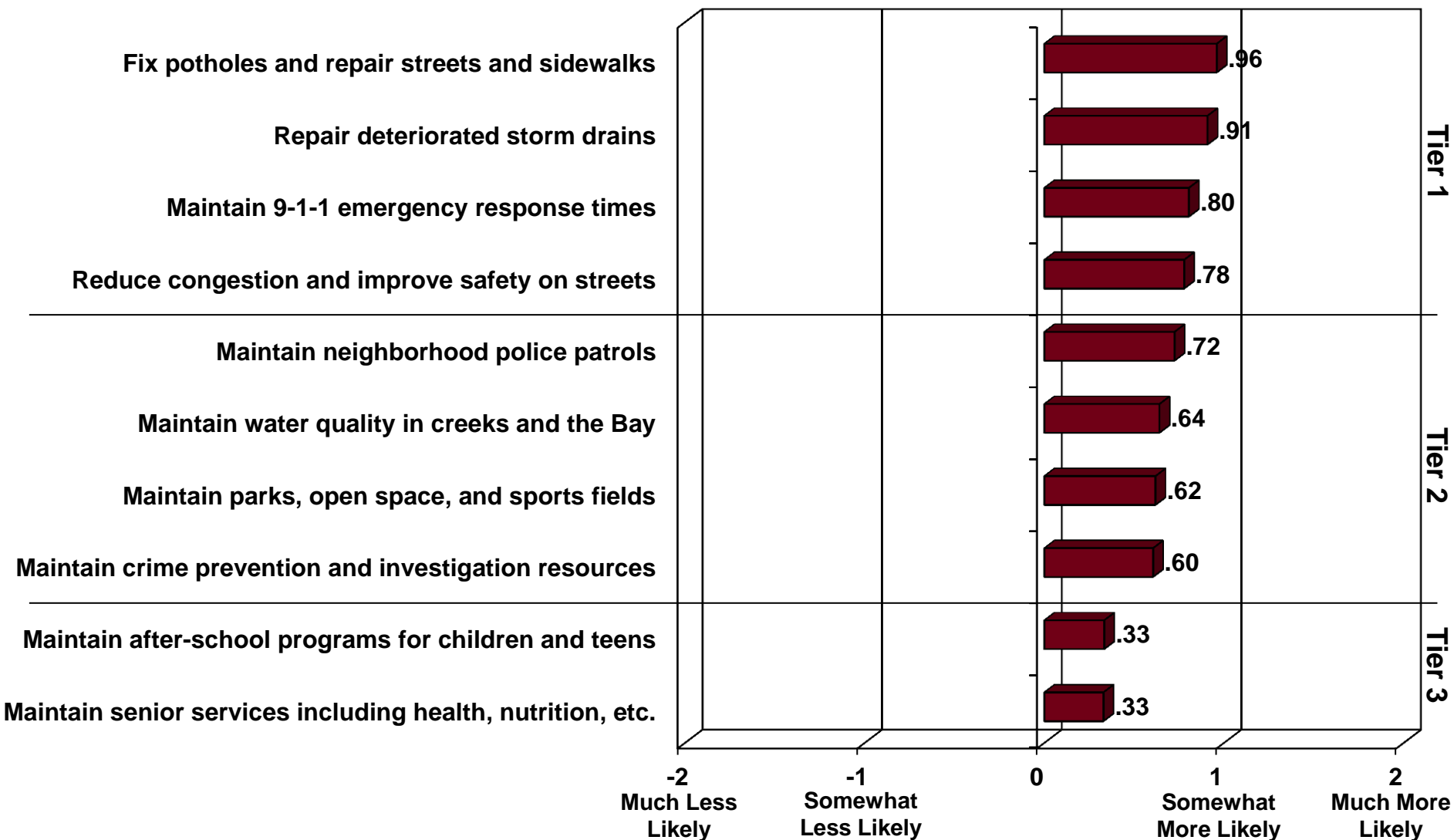
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- senior services including health and transportation;
- crime prevention and investigation; and
- parks, open space, sports fields maintenance;

shall an ordinance be adopted establishing a 2.9% utility users tax, exempting low income seniors, requiring audits and independent citizen oversight, and that all funds stay local and cannot be taken by the State?

# Q5. Features of the Measure

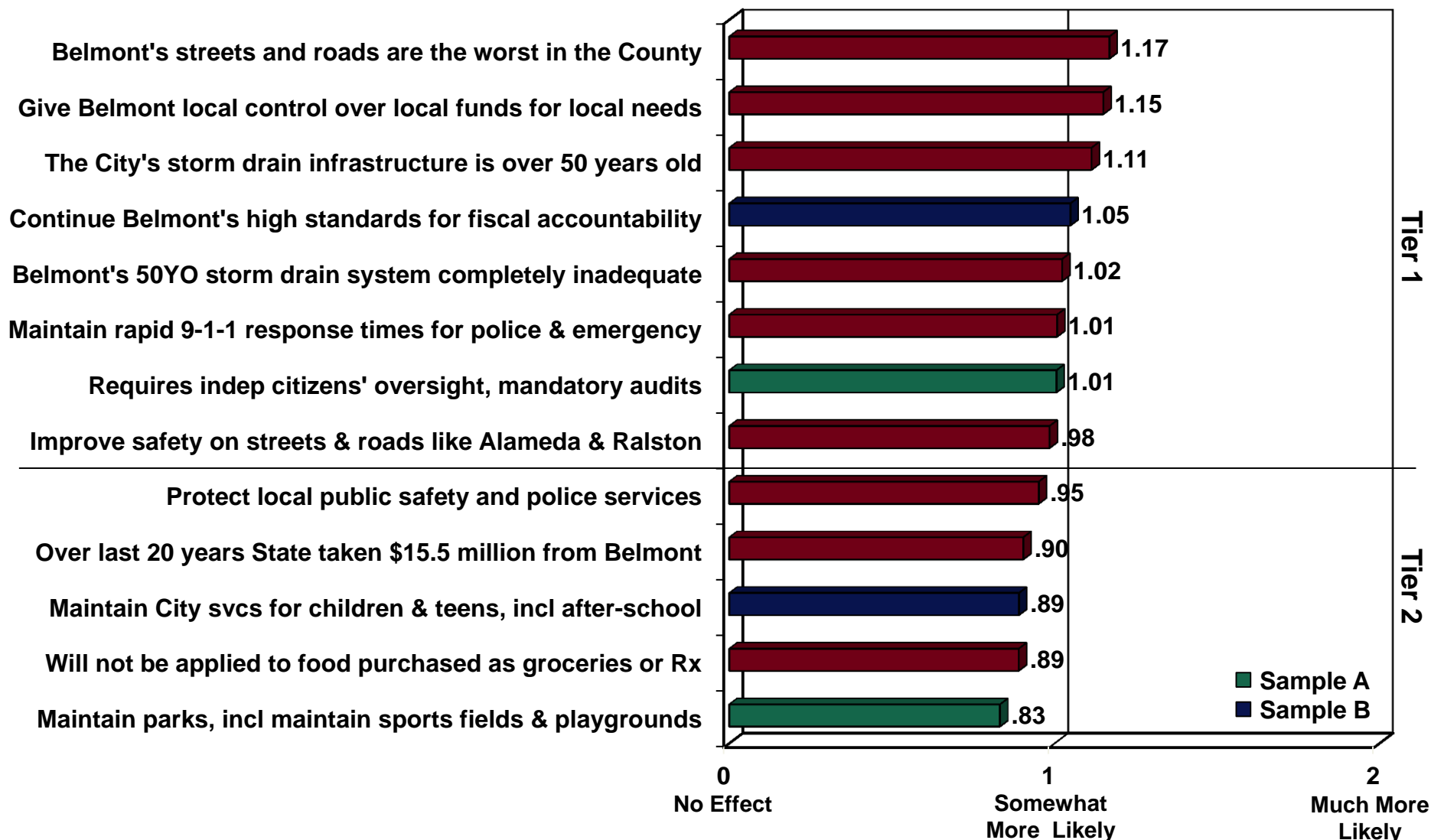
## November 2015 Mail Ballot (n=377)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

# Q6. Influence of Factual Supporting Statements November 2015 Mail Ballot (n=377)

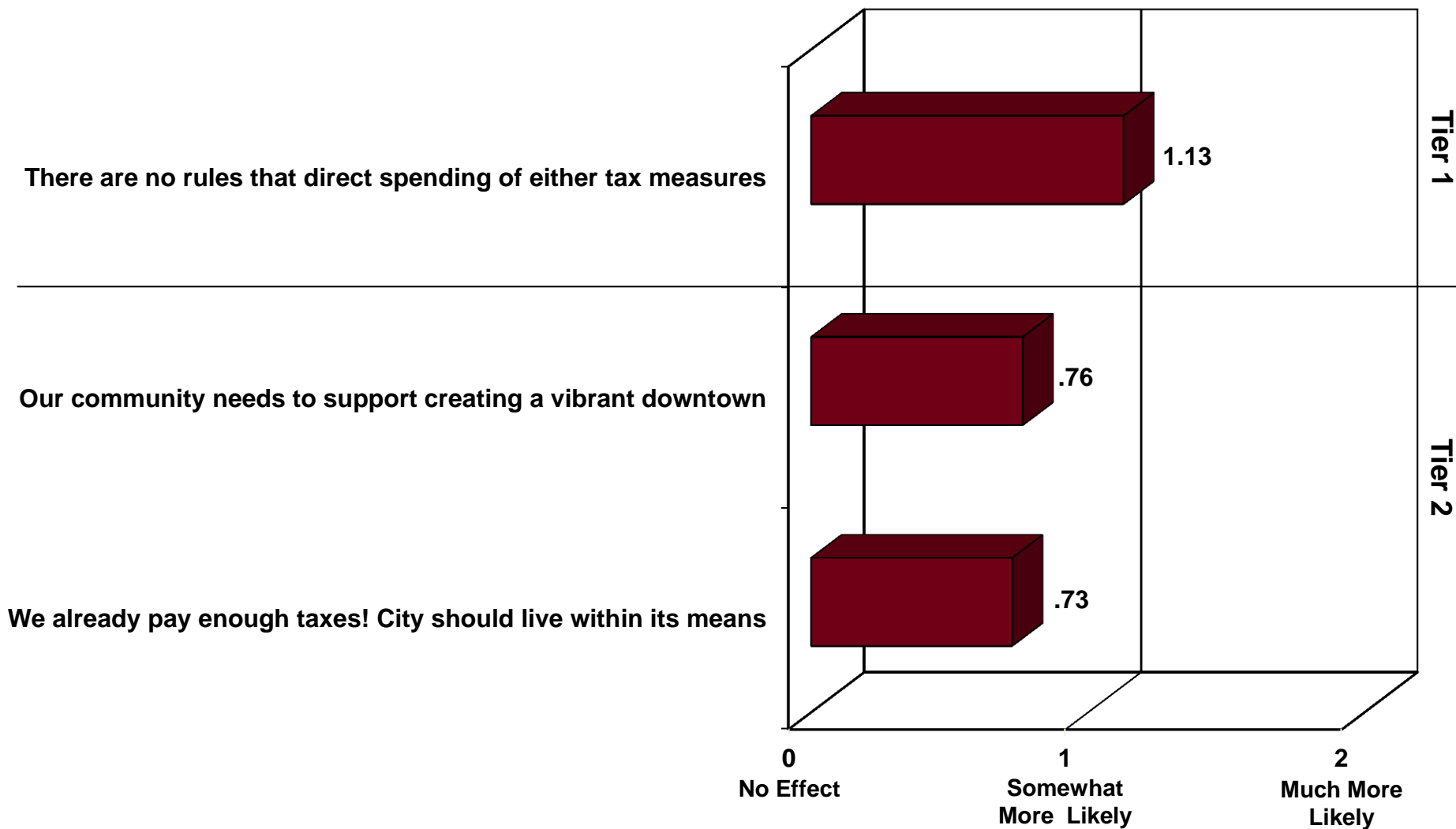
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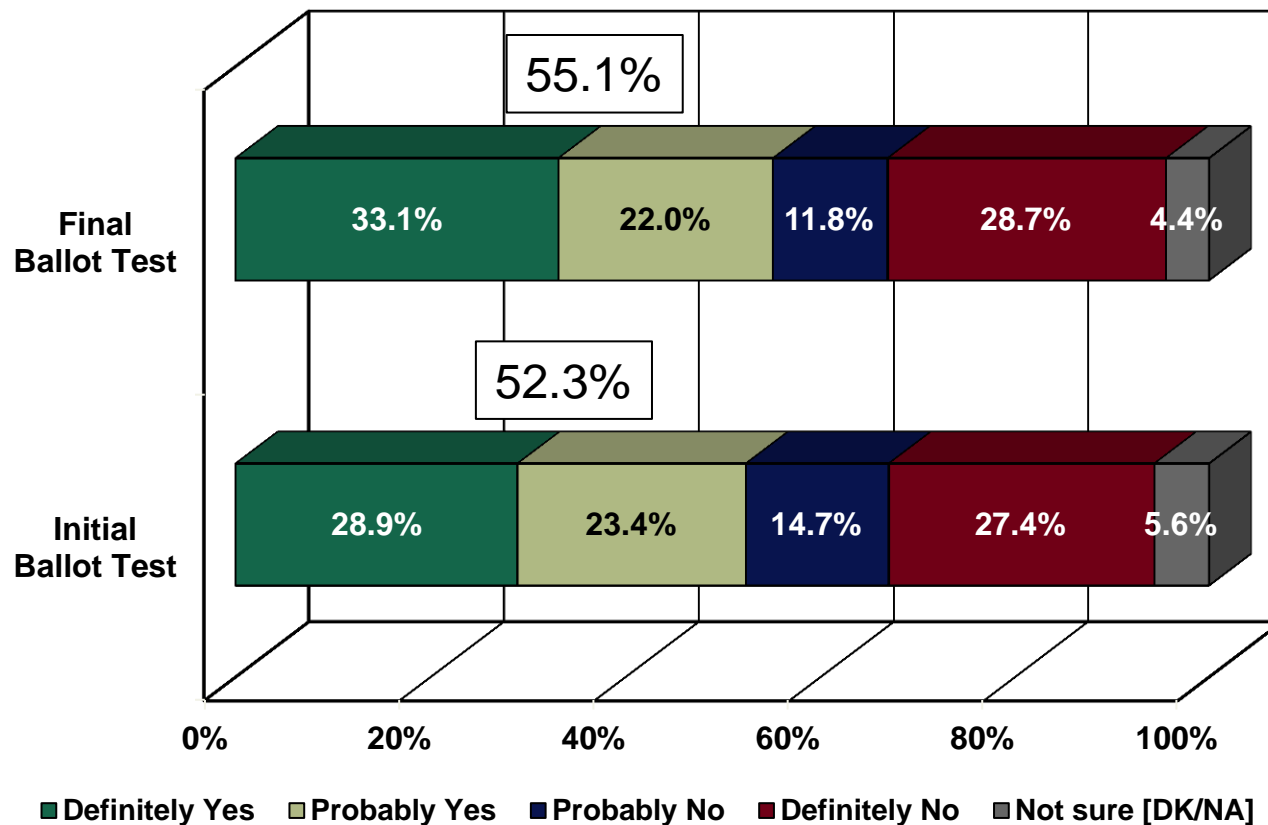
## Q7. Potential Opposition Statements

November 2015 Mail Ballot (n=377)



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## Q8. Informed Support for ½¢ Sales Tax November 2015 Mail Ballot (n=377)

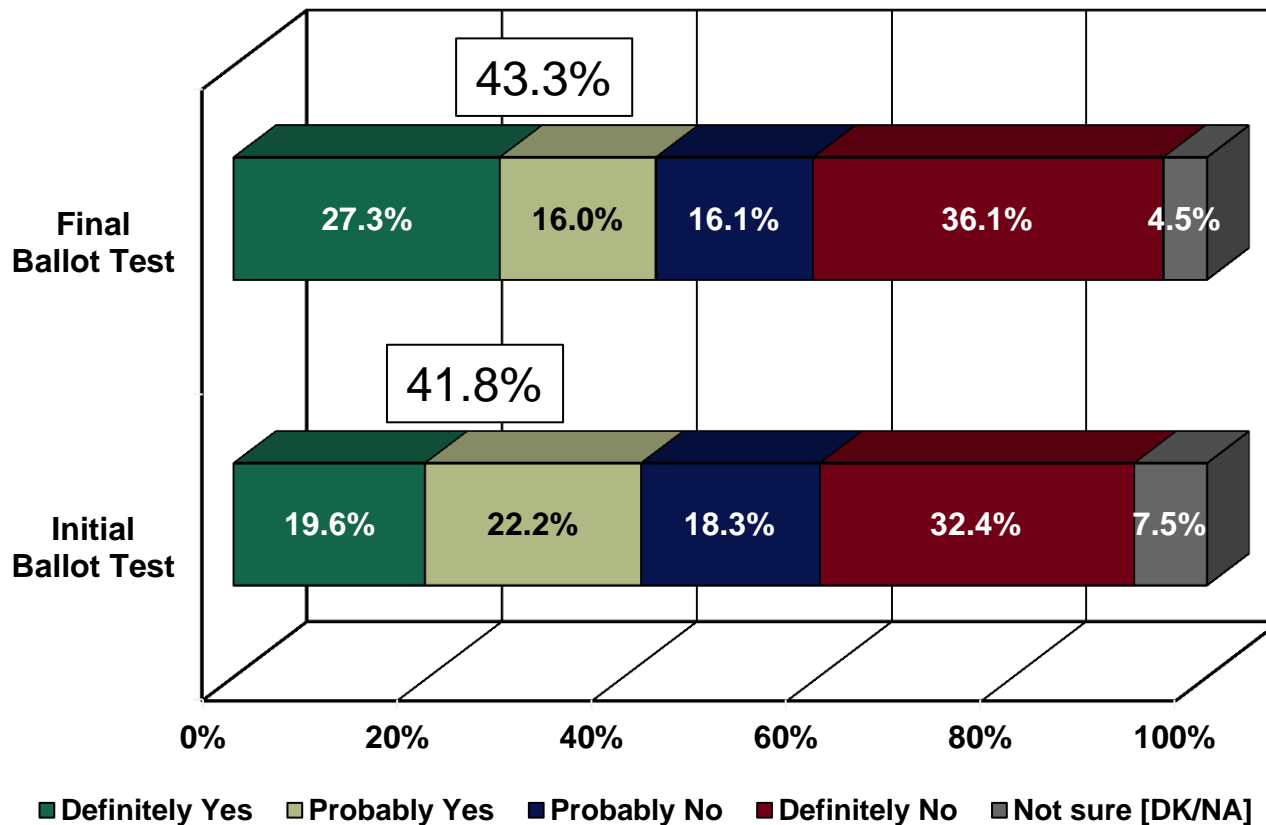


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## Q.9 Informed Support for 2.9% UUT November 2015 Mail Ballot (n=377)



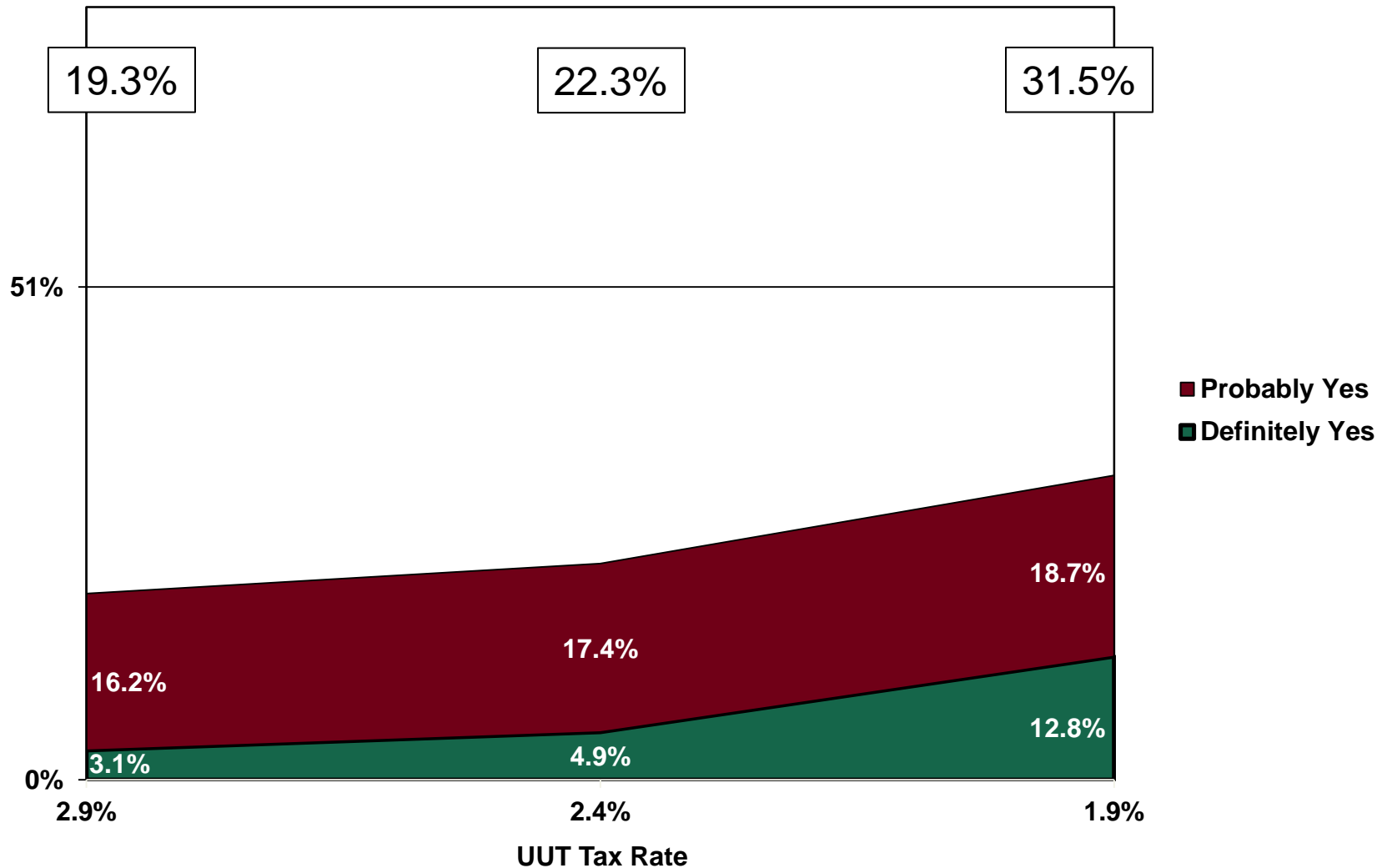
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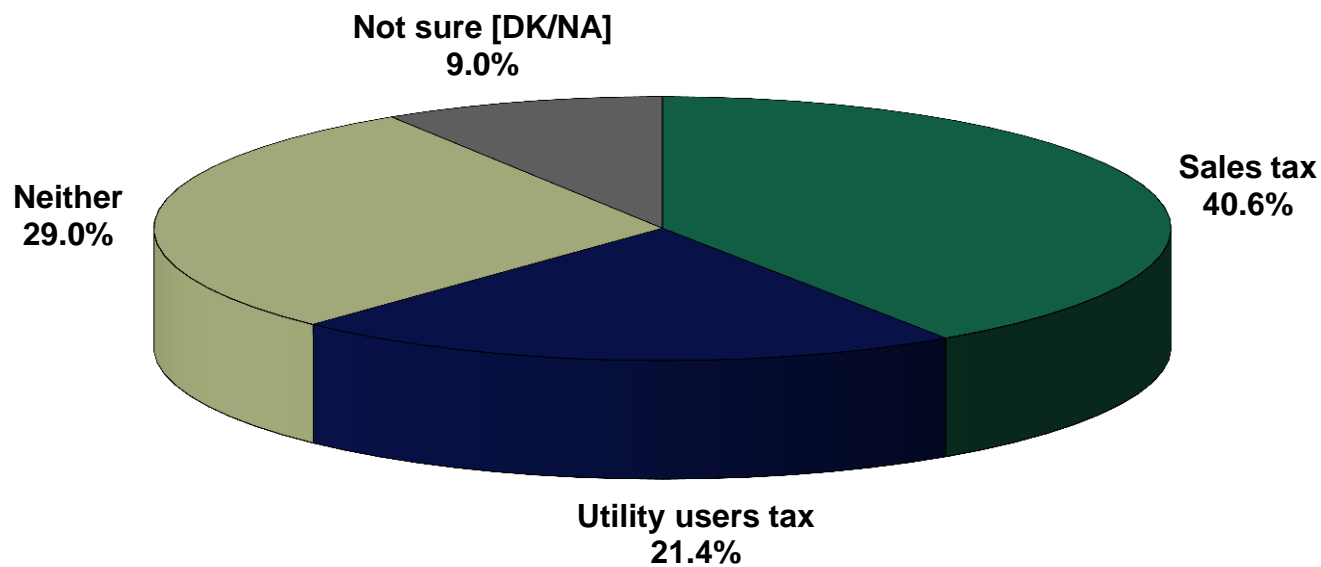
# Q10. Support for Different UUT Rates

November 2015 Mail Ballot (n=377)



## Q11. Preference for Type of Tax

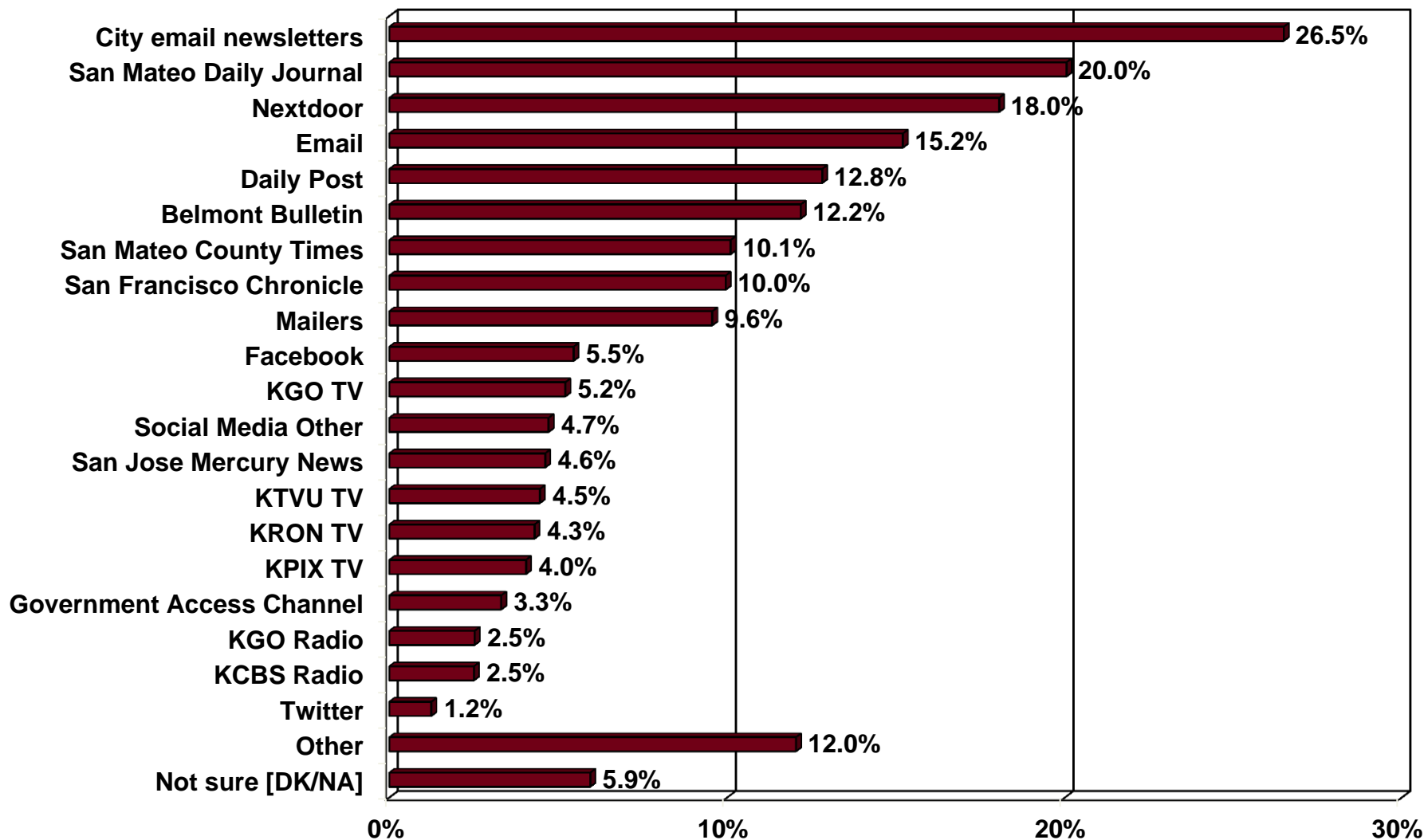
November 2015 Mail Ballot (n=377)





## Q12. Sources of Local News

### November 2015 Mail Ballot (n=377)





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